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MEDIA OBSCENITY AND SOCIAL DISORDER

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Abstract: *Media is the wonderful invention of this age that has commanded the recognition as an agent of socialization. Media has been accused of distorting established cultural values and norms at the same when it has been decreed the sole agent of mass awareness and a useful tool of acquiring knowledge in today's technology ridden world, One, when talking about media, to quote Shakespeare is left only with the answer: "nothing is either good or bad, thinking make it so." This qualitative research analysis has its major focus the anti-social behavior of media. The researchers have analyzed the social disorder in the west and have generalized it on their own society on the basis of common grounds.*
Keywords: Media, socialization, media obscenity, technology, social disorder, East, West.

I. Introduction

The 20th century has been described as the age of mass media revolution. Mass Media came up in a big way and its influence on people was very powerful. This was recognized for the first time scholars and researchers in the area came to realize that mass communication had for reaching and pervasive effects on the audience. The messages were directed, pointed and extremely influential.

Mass media typically means TV, Radio, Press, cinema etc. The elite generally control these channels. Media may be received by millions of peoples. (Chakarvarty, 2003) Media production and dissemination of information and entertainment programs have great impact on society. It influences the social, economic and political norms and values. Media has become so powerful that it tied together whole of the world. Modern world has become a global village, not only by fast means of transportation but also due to mass media. Media has powerful effects; so many social scientists have launched programmes for the development of masses.

Cassata et al (1979) believe there is no question that the mass media play an important role in society. Their impact in social change, achievement cultural taste, instruction politics and image building is not to be denied.

"The rapid rise of mass media utility and their potential influence has led many to wonder about the actual role and behavior. Mass Communication is all powerful that they determine thought and action to a major degree (Steinberg, 1969)." No one can deny the significant role of mass media in introducing new ideas in the present age of science and technology. Advanced countries are believed to be the architect of modern era of science and technology. Through a systematic approach, these are Jews who are responsible in promotion of obscenity, vulgarity and secularism. These are not only influencing our society negatively but also destroying our great Islamic values in the shape of creating faithlessness, evil minds and sexual trends in our new generation. Through satellite antenna and cable network, flood of immodesties is being supplied in our bedrooms in form of films, drama, music, fashion, advertisements and showbiz etc. The present role of Radio, TV, newspapers and magazines is alarming for everybody.

II. Obscenity: Meaning and Definition

In dictionary obscenity means, offensive to chastity, filthy, inauspicious (Fallow, 1993) and by

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definition, vulgarity involves words or behavior that violates good taste, usually involving slang for body functions or body parts. (Wikipedia) Generally, obscenity refers to something in visual or literature treating *obscene subjects,* anything you won't dare to be placed on the top of your shelf or to be watched discreetly along with family.

According to Moudoodi (2000) “every act which is considered bad, unfair and evil in the society, such as adulteration, homosexuality, nakedness, theft, blaming, drinking, beggary and all those acts which are shameful for individual under moral implication of the society the individual is part of falls within the domain of obscenity and vulgarity.” Despite of Eastern-Western Cultural differences, Obscenity can be categorically defined, redefined and implicated both of words and pictures in every society question to the moral implication drawn by that very society based on its preexisting values and Norms. Indeed, it is demonstrated fact that the definition of obscenity varies with different cultures, age or professional groups, or with the times within a given culture. A picture may not be obscene to an artist or a biologist but it may be suggestive to a child.

“Obscenity is regulated not only by legislation but perhaps more effectively by the written and unwritten codes.” (Shahid, 1994) All objectionable exposures in mass media, which are against the social norms and values of the society and against the journalistic ethics, such indecent material considered shameful in the society will be counted as obscene and vulgar, should be shun by the media. Vulgarity and obscenity are two identical terms when comes the usage of term referring to phenomenon related to Media.

III. Destruction of Virtues

The mass media is destroying the society especially making the future of new generation dim-sighted. Everyone can observe ruins of good manners and prestigious values by mass media. Politeness, nobility and chastity become ’No Go Areas’. Theft, massacre, lawlessness, nakedness’ and obscenity became order of the day. "The last 20 years the scale of the pornography industry, which now extends to cable and satellite (SAT) television services, has become global. Its advocates say that they are merely supplying a demand, rather than creating it, and that they want to help lonely people express their sexuality. That the cancerous growth of the sex industry has been so rapid around the world is not explained by this reasoning but is due largely to the fact that good people have been taken in by the pornographers' arguments. They say that if you do not wish to see such material, that is fine, but do not impose your views on others who do want to indulge their senses"(Beyer, 2007)**. “**One can realize that the only purpose of mass media is to create sexual emotions in the masses. This evil genius act is performing by our newspapers, periodicals, Radio and Television.” (Awan, 1994)

Mass media are playing the major role in flourishing western socialization, nudity and obscenity. It will not be wrong to say that mass media is the only cause of existing wicked deeds and impoliteness in Muslim society. The women, elders and youth view daily thousands of newspapers, magazines and periodicals with half bare pictures. The presence of female is considered is the key of success in Television advertisements from Shaving Cream to Cement, Agriculture medicines, Blade, Tea and Dress. Scenes of movies, full with the stories of crimes, aggression and bloodshed are also playing important role in molding the new generation towards oppressiveness. Khan (1988) writes that “it is quite apparent from the reports of education departments, hospitals, judiciary, police stations and intelligence agencies, when the boundaries of religious principles are tempered, ill mannerism such as materialism, immodesties and crimes starts flourishing in the society.”

IV. Western Social Disorder: (Discussion)

The civilization in west are flourishing obscenity in a systematic way through cable servants, paying workers, writers, film’s producers, advertising companies, cinema houses, photo studios, newspapers, video cassettes and television workers. Therefore, flood of pictures and naked films via satellite (SAT) are gobbling the virtues of pure faith-driven societies including our own Pakistani society. Nasir (1992) is of the opinion that “the rapid intensification of science and technology, especially the very invention of media devices including has even broaden the horizon of obscenity as these are the imperative tools of advertising obscenity and nakedness. Noninterventionist societies declaring nightclubs, Gambling activities, musical concerts, massage-rooms,

wine-centers, gays-clubs lesbian-clubs, beauty and bumpy contests the essential human recreational need are also the agent of diffusing nudity, obscenity and vulgarity in the world." Akbar (2003) of the view that this "Western Sex-free society where marriage is rebuffed as a norm to gratify sex instinct is facing serious social disorder particularly for the generation next."

No one can refute the decree that perceived activities being declared shameless have crossed all the previous records in USA and rest of the Europe and have completely paralyzed good spirit and ethics. Adulterousness, fornication, naked clubs, misdeeds with children and related cruelties are the prominent visible feature of West's identity their media production these days. A typical film, drama and related literature in Europe and USA begin and end spin encircling and offering these things commonly known as mature themes. Associated Press of Pakistan (APP) published a report (2006) saying that misdeeds with children in USA have turned alarming. There are number of newspapers magazines and net blogs engaged in notorious business of publishing nude gay, lesbian and children photographs for the purpose of cheap recreation. In this connection a research studies by Widom & Kessler, 2006; Synder, 2000; Molnar, 2001; Sorensen, 1991**;** related to Child pornography sex, sex abuse and rape in western world concluded that the United States of America is the no.1 producer of child of pornography. It further concludes that Every time a child pornographic picture is viewed, traded or purchased, it sends a signal that more supply is needed. Similarly the act of possessing these images harms these children just as much as the act of manufacturing them. Often viewers are encouraged by other pedophiles to take the next step.

In order to gain status among pedophile trading groups and access to highly rare collections, the study observed, the viewers are encouraged to produce their own photos. Estimated 20,000 new images are produced every month to meet demand. Individual perpetrators in homes where technology and broadband access are widely available create most photos. Additionally, numerous studies indicate that most viewers are also child sex contact crime perpetrators, and that viewing child pornography can turn latent pedophiles into active molesters. Similarly in 2006, an updated study showed that 85% of child abuse image possessors admitted to molesting children. "Child Pornography offenders are far more dangerous to society than we previously thought," Widom, (2006**)** the author of one of the study. According to these qualitative studies, convicted child pornography viewers often turn into contact offenders.

The growth in sales of pornographic magazines and innovation of visual technology in Britain also has increased subscriptions to channels offering pornographic programming according to report all this has made easy for children to have access to these channels in their very households.

According to news article in Daily Telegraph UK (1999), "32 out of 78 selected children talked about sexual abuse linked to either being shown pornographic magazines or videos or becoming involved in the making of abuse videos. The report further revealed that thousands of children are falling victim to pornography, prostitution and organized sex abuse. Girls as young as five were being sexually abused by male relatives and were later made to take part in pornographic videos during childhood." "In December 1993 a large-scale survey of British schools concluded that tens of thousands of schoolchildren, some as young as eight were offered explicit material on computers and floppy disks in classrooms and playgrounds (Sunday Times UK, 1993)." Similarly, media watch UK (2000) in report entitled innocence vs. Corruption on the Use of Pornography by Sexual Offenders revealed that 87% of those who have been abusing girls and 77% of those who have abusing boys admitted the use of regular use of hardcore pornography.

In American particularly, sexual anarchy is increasing consistently due to above bad manners. According to American Medical Association report, sixty hundred thousand women are being rapped every year, thus after every 45 seconds a woman is rapped. (Daily Mashriq, 1995). Inconsistent to the discussed relatable methodical facts the western media is still resultant of social immorality mental and physical disturbance and sexuality for the sake of so called recreation and amusement**.** In west during last few years the evening television schedules have increasingly included programmes and series' about sexuality with explicit depictions of sexual activity to the extent that a number of well known TV personalities and opinion formers have expressed their misgivings. Such programming is clearly aimed at softening up the public to accept much more material of this nature, which is bound to become available as the

number of channels, grows substantially. In September (1998) Channel 4 transmitted a programme entitled *'Fetishes'* which included the depiction of unspeakable sado-masochistic practices showing the infliction of real pain, the total humiliation of the contestants. This was followed in October by another programme in the *'Renegade TV'* series entitled *'Sex Pest'* which showed bondage, domination, fisting and a graphic demonstration of anal stimulation. Channel 4 TV, according to the programme magazines, telecasted a documentary programme called 'Animal Passions', 2004 about people having sexual relationships with animals. The programme included an interview with man who was engaged in sex with a little Pony-horse and whom he married in special ceremony. Similarly, the programme also contained the interview of woman being engaged in sex with a Labrador-dog. In October last year Channel 5 screened a 13-part series entitled *'Sex and Shopping'*. This attempted to ridicule and discredit all lawful limitations on pornography, despite negative feedback from social and governmental sector, Channel 5 responded to repeat it and to develop another series of same nature for the approaching New Year. In June 2004 Channel 4 TV that claims it to be a public serving channel, during its Summer Season included an undignified spectacles programme named 'sexploits' based on American brothel where three couples were engaged in 'swinging'. During the season it showed a series about pornographic filmmaking and another about the people who were occupied in sex with animals. Sleazing to this material Channel 4's summer evenings also included shows like *Big Brother* that were full of demonstrating rioting and other sexual behavior.

A step a ahead to this a cable channel intensely extended viewers a big brother-style show whose '*housemates*' were five *porn stars* women and the equal number of eager men explicating sexual behavior claimed as the *"real thing*" for viewers. (*Evangelicals, September 2004*) Unlike media professional to admit that harmful effects may arise from their media, Sir John Birt, Director General of the BBC in his statesmen address pointed that the digital upheaval could provide convenience to the acceptance of rough, the vulgar and the lurid culture. Even James Ferman, former Director of the British Board of Film Censoring (BBFC), admitted that constant viewing of Inevitable sex and violence results habituation and desensitization to it" *(Sunday Telegraph, 96)*. Similarly, in its Annual Report for 1996/97 the BBFC notified and alarmed Hollywood that they have observed: "America is the country with the highest crime rates in the developed world and it produces the most violent entertainment all across the world". More shocking was the fact that despite heavy debate over the report they continued producing films that depicted the most brutal and mindless violence for public exhibition e.g. 'Natural Born Killers'. These films were even extended approval of the regulatory authorities to be shown on public T.V channels.

“Contrary to this, films described hard porn masquerading art like: "Yet another story," "Eyes Wide Shut", based on sexual obsession and for whom even the Adult viewing certificates were denied got entrée to Western-European cinema screens and satellite channels. Similarly films like 'Romance', and 'Rape Me', offering, according to press reports, 90 minutes of more or less non-stop hardcore sex and violence got released in Britain.” (Daily Observer UK, 2000). Broadcasting porn channels (usually termed soft porn) have become legitimate. The Independent Television Commissions (ITC) responsible for granting licenses, state that these TV channels must undertake to comply with their Programmes Code that they must transmit late at night and be encrypted and available only on subscription. However, it was recently reported that the Channel like play boy had merged with the Adult Channel and had been given permission by the respective ITC to begin transmissions, instead of midnight, at prime time i.e. 8.00pm, usually the time when the Television is watched by the family together, for the justification that the advertisers will be more inclined to financially support the channel.

Government devised Control and management bodies in west have confined themselves only to the policy of non-intervention instead of preserving the public interest. Interestingly, western youths are found the majority class being inclined towards these vulgar and immoral acts. Rand (2004) and the University of North Carolina study (2006), Investigating the relationships between "exposure to sex on TV and adolescent sexual behaviors." surveyed adolescents in relation to their television viewing habits, sexual activity, and other related factors such as parent involvement, behavior, religious activity, and peer groups. This longitudinal survey included

follow up interviews after one year and then asking the same questions after two years intervals. The researchers found a strong correlation between the exposure to sexual content on television and the progression of teen sexual activity.

"The size of the adjusted intercourse effect was such that youths in the 90th percentile of TV sex viewing had a predicted probability of intercourse initiation that was approximately double that of youths in the 10th percentile, for all ages studied. Exposure to TV that included only talk about sex was associated with the same risks as exposure to TV that depicted sexual behavior." We can say that these days Television being a recreation or amusement has crushed religious moral, physical and psychological thoughts and energies to large extent. Many children become mature before time and their sexual emotions are inspired which are satisfied through unnatural ways. It causes many sexual diseases. Due to mental immaturity and shyness they cannot talk to their parents and relatives. Their parents ignore them as innocent children. The media and parents both need to be aware that teens are being heavily influenced by the sexual content in television shows and movies. "Some, especially those who have fewer alternative sources of sexual norms, such as parents or friends, may use the media as a kind of sexual super peer that encourages them to be sexually active... Teens are defaulting to entertainment media for sexual information because they aren't getting this information in other places. Unfortunately, the media aren't the best sex educators. The media tend to leave out the crucial three C's: commitment, contraception and consequences."(Rand study, 2004). Researchers Gerber et al. believes that as television becomes the "educator" teenagers assume that what they are seeing is correct.

As parents we need to make sure that we are monitoring the programs that our teens are watching. Even just casual references to sex in television programming can increase the likelihood of sexual behavior in adolescents. When teens do watch programming which contains sexual material, "which is likely since 2/3 of the programming "(Rand2004), then parents need to explain why the behavior is inappropriate and the likely consequences.

Latest Media research from The University of Michigan about sexual communication and teenage boys by Epstein and Ward (2007) where A total of 286 male undergraduates aged 18-24 were asked to recall who had had the greatest influence on their sexual education and, more specifically, who had discussed or been responsible for which aspects found that most parents had provided some education, but that the type of information provided contrasted sharply to that given by peers and the media. The authors' goal was to determine whether there is a difference in the information gleaned from parents, peers, and the media, and if the information provided by each group differed in the types of sexual values expressed. The media appeared to be equally influential and was strongest in promoting gendered sexual stereotypes and in giving messages promoting sexual freedom.

This leads to the deportment that Adults are not only hunted deliberately through these malpractice and misdemeanors, women and children are even not exception. An extensive increase in illegal spurious births, broken homes, suicide and rapid increase of perpetual diseases perhaps roots in blatancy subject of being supplied intentionally or unintentionally to the rest of world, including Muslim countries via satellite network and internet will obviously result in implicating them the discussed social disorder.

“Addition to the SAT, our own media under the dominance of western-cum- Indian imperialism are promoting western culture. The contents of an average Pakistani media today freely depicts gambling, drinking, co-meetings, the concepts of Girl-girl friend, the clubs, vulgar dances, songs, wine centers, Hoteling, dance parties, extra marital affairs, beaches, sun baths, torture, savage beatings, bombings, wholesale shootings and brutal raping attempts of heroine by vicious villain. One should remember that the Islamic society don't even hold the concept of combined male and female assemblage, let aside dancing drinking etc. The innovation of communication technology in Pakistan has also added fresh fuel to the arsenal of moral-deterioration as most media these days have transformed to digital systems. An average Urban Pakistani home has got connected to high capacity broadband network offering Internet, cable and Radio in single line.” (Mahsud, 2006). The need of telephone nowadays will compel Pakistani home also to buy the cable TV; such is case with computer and Internet. Likewise, He also pointed to the fact that most mass

Communication industries are aiming for our youths, as they are those portions of the population who will have to lift the torch of political and social guidance in the future. Therefore, these evils must be banned of portrayal through framing of strict media laws. *The literature from western-European societies regarding the effects of Media Obscenity establishes the logic that obscenity creates a climate of specific thought and belief which influences attitudes and results a sort of social disorder in behavior that can hardly be justified in our society*. In order to bar the disorder West is facing at present, the responsible also need to be dealt sternly because Islam extremely dislikes the evils that disturb good manners and always urges a chaste, righteous and just society**.**

V. Conclusion

Mass media, interested only in a lavish materialism and in the love of money**,** are promoting obscenity and vulgarity in the name of fun, humor and recreation. Obscenity destroys human dignity and reduces sexuality to a spectator sport without love, feeling, commitment or emotion. It exploits and degrades all who come into contact with it and many of the people who take part describe their lives as empty and devoid of meaning and affection. Many people, scholars, Researchers and preachers today share the general perception in lamenting media of distorting aesthetics and crushing socio-ethical order. Being agent of socio-cultural change, the broadcasting authorities have a duty to secure that their programmes do not offend against good taste or decency and do not offend public feeling rather are contributing affirmative gifts to the behavior and habits, presenting assertive edutainment programs to facilitate what was the mission of journalism at the time of its inception**.** No doubts, the visual media are a wonderful invention capable of generating pro-social attitudes and behaviors. Visuals considered a very valuable medium for developing county like Pakistan Particularly where a great majority of residing population is illiterate and live in the very far-flung areas of the country. These people can be imparted much information and education through visual means. They can be employed for eradicating the social evils of dowry, bribery, drinking, gambling etc., moreover they can play a very effective role in promoting public services like family planning, adult education, cleanliness and environmental protection in the society. However, they must not be allowed to dent our culture, ideology and spiritual convictions.

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